

62

# S. Scherer & Sons

Ag

1958  
CATALOG

The largest growers of water lilies and aquatic plants on Long Island.



ST. LOUIS  
WATER LILY



# Water Lilies

## AND AQUATIC PLANTS

NURSERY: WATERSIDE AVENUE



NORTHPORT, N. Y.



## OUR GUARANTEE

Our Fair Dealing over the 50 years we have been in business offers you the best guarantee possible.

We grow the finest plants possible, ship excellent quality tubers that are true to name and pack each order carefully so it will arrive in good condition.

Any information desired will be given freely by us.

If material does not arrive in good condition, be sure your claim is noted by the carrier upon arrival and notify us promptly.

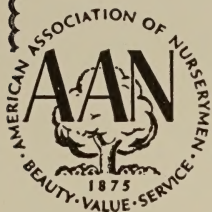
We must be notified not later than July 10th, should any plant fail to grow, we will gladly replace it providing the old lily tuber is returned and postage is paid on replacement.

## S. Scherer & Sons

Waterside Avenue — Northport, L. I., N. Y.

Phone: NOrthport 3-0432

Largest Water Lily Growers on Long Island



For Customers who are able to visit the Nursery we plant the Lilies in containers for a nominal charge, and all you have to do is place them in your pool.

*Guarantee applies only when we are permitted to ship Water Plants at a time we consider safe to plant in your locality.*

## WE INVITE YOU TO VISIT OUR NURSERIES

We are located on the North Shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our Nursery is on Waterside Avenue, Northport, one mile North of Route 25A.

Open Sundays, Holidays and Evenings during APRIL, MAY and JUNE.

## SHIPPING TERMS

WATER PLANTS may be shipped safely at any time. Shipments will be made at as early a date as experience has shown us is advisable for your particular locality, unless otherwise instructed.

TROPICAL WATER LILIES are shipped from May 25th on.

AQUARIUM PLANTS, when ordered alone, are shipped at once.

ALL WATERPLANTS are shipped by Parcel Post unless customer specifies some other carrier. If Express is specified shipment will be made charges collect.

**Items other than waterplants will be shipped by Express.**

*Unless otherwise specified Sufficient Postage must be included with order*

**Terms:** Orders are accepted only when accompanied by funds sufficient to cover price of goods.

We pay postage within the United States on all retail orders over \$5.00 for Water Plants only - Otherwise add 50c for postage.

# Beautify Your Home Grounds WITH THE Naturalistic Water Garden

*can be placed in any spot on your  
Grounds, Lawn, Garden, Terrace*

Modern engineering brings you the new FIBERGLASS POOL. 6' x 4' x 16" deep. Won't rust—beautiful kidney shaped with plenty of room for aquatic plants and fish.

- LIGHT IN WEIGHT
- EASY TO HANDLE
- LOW IN COST
- EASY TO INSTALL
- NO MAINTENANCE  
May be left in ground year round
- NO MESS
- NO FUSS

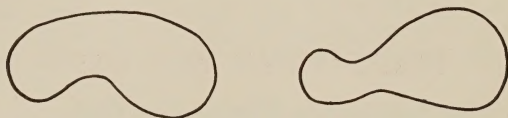
## **COLLECTION "A"**

- 1 FIBERGLASS POOL
- 1 CIRCULATING PUMP COMPLETE WITH FITTINGS
- 1 SINGLE UNDERWATER LIGHT
- 2 REDWOOD PLANTING BOXES

- 3 FLOATING PLANTS.
- 2 WATER LILIES (your choice of blue, pink or white)
- 1 UMBRELLA PALM
- 3 PARROT FEATHER
- 2 OXYGENATING PLANTS
- 3 JAPANESE SNAILS (scavengers)

**Complete for Only \$99.00 F.O.B.**

## *Steel Pools . . .*



- Made to endure for a lifetime of satisfaction. Five feet in width, ten feet long, eighteen inches deep. Shipped via freight collect. Tear drop and kidney shape.

Price \$150.00 F.O.B. Northport, L. I.

(Prices subject to change)

## *Fiber Glass Pools . . .*

- Free form kidney shaped in beautiful shade aqua green. These pools are made to withstand the rigors of hard use six feet long, 4 feet wide and sixteen inches in depth.

\$55.00—F.O.B. Northport

- Blue green in color 4½ ft. long 3' wide and 15" deep tapering to 4" deep. This pool has two depths—deeper end suitable for water lilies, shallow end for bog plants, floating plants, etc.

\$44.50—F.O.B. Northport, L. I.





## Water Lilies and Acquatics

Anyone with a garden can grow water lilies easily . . . and at low cost! Our complete tub gardens enable you to set up an exquisite Lily Pool in a matter of minutes . . . and to grow the loveliest aquatic plants in your own garden. Water features are always garden focal points. Glamourize your garden with a Lily Pool this year!

**\$9.50**

### HERE'S WHAT YOU GET

#### **A Complete Water Garden for only \$9.50**

1 PERMANIZED TUB. 22" diameter. Medium gauge, rust-resistant galvanized metal, heavily coated with black asphaltum inside and out!

1 EXOTIC WATER LILY PLANT. Your choice of white, pink or blue. Superior plants from our own aquatic gardens!

2 UMBRELLA PALMS. Very graceful fan-shaped foliage! Extremely attractive!

3 FLOATING PLANTS. Lovely orchid-like blooms add exotic charm to the aquatic garden!

3 OXYGENATING PLANTS. Purify water with life-giving oxygen . . . help other plants grow better!

8 SNAILS. Sleek little scavengers that devour dirt and waste . . . help keep water clean and fresh.

### HERE'S HOW YOU SET 'EM UP!

Select a sunny location. Imbed tub about 11" deep. Fill tub with 5" or 6" of good top soil. Plant water lily, umbrella palms and oxygenating plants, water poppies and parrot feathers. Cover surface of soil with ½" layer of sand. Fill tub with water. Place floating plants and snails in water! And that's all. Your tub garden is ready to flourish!

### **EXTRA! LARGE TUB GARDENS In Limited Quantities!**

Rectangular tubs of identical construction 24" x 45" x 12" — nearly twice the capacity of the 22" round tub gardens! Includes everything offered in the \$9.50 garden PLUS 3 continuous-blooming! Water Poppies that float on water surface AND 2 bunches of hardy, exotic Parrot Feather water plants! A magnificent central feature for any garden!

**All for only \$17.50**





**DIRECTOR  
GEORGE T. MOORE**

Rich Purple flowers  
are borne in great  
profusion. Often  
bears 8 to 10 flow-  
ers at a time.  
Each \$3.50

Tropical Lilies provide twenty-four hours of continuous bloom each day from settled weather in spring until fall. They adapt themselves to the largest Pools or the smallest Tub-Gardens, the size of the flowers alone being affected depending on the amount of soil and water surface provided. We ship only mature, potted plants, many already in flower which produce fully developed plants giving a wealth of bloom in a surprisingly short time after setting out. Tropical Lilies are of two distinct types. The Day Blooming Lilies whose flowers open with the sun and close at evening and the Night Blooming Lilies whose flowers open in the afternoon and remain open until late the following morning. For constant succession of bloom the Tropical Lilies are unexcelled.

**Tropical Collection No. 30**

- Choice of blue, white, pink  
day blooming lily  
Choice of red, white, pink  
night blooming lily  
3 Umbrella Palms (Bog Plant)  
2 Japanese Taro (Bog Plant)  
3 Floating Plants  
3 Water Lettuce (floating)  
6 Sagittaria sinensis (oxygenating)

**SPECIAL VALUE \$10.00**

**Collection of Rock Garden Plants for Outside of Pool**

- 3 Japanese Iris  
3 Iberis Sempervirens  
3 Doronicum Excelsium  
3 Stokesia Lavender Queen

**SPECIAL VALUE \$10.00**

**Hardy Collection No. 31**

- Choice of 2 lilies, red, white, pink or  
yellow  
2 Arrowhead  
2 Blue Flag  
3 Floating Heart  
3 Parrot Feather  
6 Sagittaria sinensis  
3 Floating Plants

**SPECIAL VALUE \$10.00**

- 3 Veronica Allon  
3 Thymus Serpyllum  
3 Ajuga Reptans  
3 Hemerocallis



# Water Lilies

Hardy Lilies are unexcelled for planting in natural ponds, lakes or in still pools along a river or stream bank, and will beautify the most un-

attractive bit of water provided they are not planted in too deep water or near a cold inlet. Once established so that the crowns will not be injured by freezing or ice, they become a source of permanent beauty. They may be grown in the smallest of pools and in tubs. The flowers embrace all the colors from purest white, delicate shell-pink, deep rose pink to rich reds, yellows and combinations of red and yellow. There is however, no blue Hardy Lily. This color is in tropical varieties only.

## Whites...

**ODORATA GIGANTEA.** Very large, pure white, very fragrant. Flowers often 6" across. A free bloomer. .... **Each \$1.00**

**ODORATA MINOR.** Especially valuable for tub culture. Flowers 2 to 3" in diameter. Suitable for edge of ponds. **Each \$1.25**

**MARLIAC ALBIDA.** Large size, pure white flowers with yellow stamens. Blooms entire season continuously. Sepals are tinted with pink, leaves deep green above and red beneath. .... **Each \$2.50**

**GLADSTONE.** Largest of white Lilies, requiring considerable space for best development. Flowers are pure white, cup-shape with golden yellow stamens. Flowers are 6 to 8" across. .... **Each \$2.50**

**TUBEROSA MAXIMA.** Excellent for naturalization. Fast growing. .... **Each \$2.00**

## Pinks...

**EUGENIA DE LAND.** Flowers are extra large, very beautiful color of deep pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing very large flowers, often 7 to 8 inches in diameter. .... **Each \$2.75**

**HELEN FOWLER.** Deep pink with lighter center. Flowers are borne well above the water. Flowers not so large but blossoms continuously. .... **Each \$2.00**

**PINK OPAL.** Full-petaled, cup-shaped flowers of deep rich pink. .... **Each \$2.00**



**GLADSTONE**

**MARLIAC CARNEA.** Large, flesh pink, deeper toward center. Free flowering, with large, purplish red leaves, changing to a deep green. .... **Each \$2.25**

**MARLIAC ROSEA.** Similar to Carnea, except that it is a deep rose pink. Flowers 3 to 5 inches. .... **Each \$3.00**

**ROSE AREY.** Considered the most desirable of the fragrant Lilies. Brilliant pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing large flowers 7 to 8 inches.

**Each \$3.00**


## Changeable Colors . . .

These unusual Water Lilies add a novel touch to the Lily Pool. They change color from day to day. The first day they flower into a rich yellow, the shade of the color of the bloom deepens progressively until it reaches a deep bronze. These attractive and useful Lilies are available in the following colors only.

**PAUL HARIOT.** Flowers are large, cup-shaped, light yellow, delicately shaded copper-red. . . . . **Each \$3.50**

**COMANCHE.** Large flowers of rich apricot on opening, changing to dark copper-orange with red as flower ages. Leaves olive-green, flecked with brown. . . . . **Each \$3.50**

**AURORA.** Flowers creamy yellow first day, changing to dark red by third day, giving variety of color. . . . . **Each \$2.50**

**PAUL HARIOT** 



## Reds . . .

**ATTRACTION.** One of the most beautiful Lilies, often 8 to 10" across. On opening it is a garnet red with almost white sepals and stamens of rich mahogany, tipped with yellow; no pool complete without it. . . . . **Each \$4.00**

**GLORIOSA.** Deep carmine rose, becoming deep red with age. Blooms continuously; 5 to 6" in diameter. Ideal for either pool or tub. . . . . **Each \$3.50**

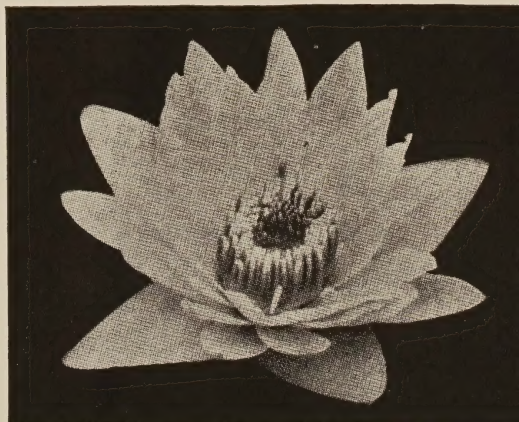
**JAMES BRYDON.** Cup-shaped flower of rich, rose crimson, 5 to 6 inches in diameter. Early bloomer and rapid grower. This versatile lily is adaptable to either tub or pool culture. . . . . **Each \$3.75**

**CONQUEROR.** This is one of the most beautiful Lilies and produces an immense flower similar in character to the Attraction. A robust grower—strong, healthy plants. . . . . **Each \$3.50**

## Yellows . . .

**SUNRISE.** One of the first Lilies to open in the morning. Free bloomer, 8 to 10 inches in diameter and stands well above water. Clear sulphur yellow color. Blooms early Spring to late Fall. Superb variety. Stands crowding; does well in any depth of water. . . . . **Each \$3.50**

**MARLIAC CHROMATELLA.** Charming canary yellow, 4 to 6 inches across. Leaves green mottled with brown. Free bloomer. Advise dividing every few years. . . . . **Each \$3.00**



**MARLIAC CHROMATELLA**





ZANZIBARIENSIS ROSEA

## DAY BLOOMING WHITES

ISABELLE PRING. Large pure white. The color always remains pure white. A very good Water Lily ... Each \$3.25

MRS. GEO. H. PRING. Best pure white tropical Lily. Producing large, fragrant white flowers. .... Each \$3.00

## TROPICAL NIGHT BLOOMING

A beautiful display of brilliant color — should have a place in every pool. The designation "Night Bloomer" is a trifle misleading; the flowers close at midday, or when the sunlight becomes strongest, and opens again in the afternoon. On cloudy days of late summer when the weather becomes cooler, they sometimes remain open through the twenty-four hours.

DENTATA SUPERBA (JUNO). Pure white Lily, 10 to 12 inches across, with yellow stamens. Leaves are large, deep, glossy green. Flowers very freely throughout summer. Stands well above water. Very noticeable at night. .... Each \$2.50

MISSOURI. The best night blooming white. Flowers early. Flowers usually 12 in. in diameter. The leaves are coppery brown when small but develop into deep green as they age. .... Each \$3.00

OMARAWA. Flowers from 8 to 12 inches across. Beautiful rosy pink. Stamens deep orange red. One of the best and free flowering of all night bloomers. .... Each \$2.50

BISSET. Petals extremely wide, beautiful pink. One of the best growers. Each \$2.50

DEVONSHIRE. Deep red, about 6 to 8 inches across. Opens 7 to 8 P.M. and closes 10 A.M. .... Each \$3.00

## TROPICAL Water Lilies

### Purples . . .

DIRECTOR GEORGE T. MOORE. Rich purple flowers are borne in great profusion. Often bears 8 to 10 flowers at a time. .... Each \$3.50

PANAMA PACIFIC. Rich, rosy red, on first opening. When fully opened, changes to deep, reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant. .... Each \$3.00

ZANZIBARIENSIS (African Purple Lily). Good-sized flowers, 6 to 8 inches across. .... Each \$3.00

AUGUST KOCH. Flowers are 7 to 8 inches in diameter and rise from 8 to 10 inches out of water. Petals are pale Wisteria violet. Excellent variety, blooms freely. Produces young plant from the surface of the leaves. One of the easiest of the tropicals to grow. .... Each \$3.00

MIDNIGHT. Resembles a double flowering aster-dark violet NEW excellent bloomer. .... Each \$4.00

### Pinks . . .

GENERAL PERSHING. Unique flower opening at 7 A.M. and closing at 7 P.M. Very fragrant, measuring from 8-10" across. Flowers are borne about 12" above water. Buds dark green striped with dark purple. A fine bright color. .... Each \$3.00

MRS. C. W. WARD. This is a deep, rosy pink flower, with golden yellow stamens tipped with pink. The flowers are from 8 to 10 inches across. .... Each \$3.50

PERSIAN LILAC. This pink Lilac-colored Lily has a large number of petals. The foliage is clear light green. A very beautiful and desirable Lily. .... Each \$3.50

ZANZIBARIENSIS ROSEA. A fragrant, deep pink, 6 to 8 inches across. Opens earlier in the morning than some of the other varieties. Each \$3.00

### Blues . . .

MRS. ED. WHITTAKER. One of the newer hybrid Lilies and largest of day bloomers. Lavender blue on first opening, getting paler after the flower ages. Leaves beautifully mottled and streaked with dark red. Opens at 6:30 A.M., closing as late as 7:30 P.M. No other Lily remains open so long a time. Flowers about 10" across. .... Each \$3.50

BAGDAD. The leaves are marked with patches of dark reddish brown. The flowers are pale Wisteria blue, very fine bloomer. .... Each \$3.50

DAUBENY. Very light, small blue Lily, especially adapted to tub culture. Will sprout additional Lilies from the center of its leaves. .... Each \$2.50

JUDGE HITCHCOCK. Large, cup-shaped flowers. Color, violet blue. Stamens are gold and tipped with blue. Abundant bloomer. .... Each \$3.50

### PENNSYLVANIA (Blue Beauty)

This is one of the most popular blue Lilies. The flowers are large and bloom from Spring until frost. .... Each \$3.50

### PENN. BLUE BEAUTY









# Collections

## TROPICAL LILIES

### COLLECTION No. 20

- |                       |                    |
|-----------------------|--------------------|
| 1 Blue Beauty         | 3 Umbrella Palm    |
| 1 General Pershing    | 3 Ludwigia         |
| 1 Devonshire          | 8 Ramshorn Snails  |
| 1 Bisset              | 1 Portion Salvania |
| 1 Mrs. Geo. H. Pring  | 3 Floating Plants  |
| 1 Zanzibariensis      | 3 Anacharis        |
| 6 Live Bearing Snails |                    |

Value \$21.80—For Only \$18.50 Postpaid

### COLLECTION No. 2

- |                              |          |
|------------------------------|----------|
| 1 Mrs. Geo. H. Pring (white) | } \$7.95 |
| 1 Blue Beauty (blue)         |          |
| 1 Devonshire (red)           |          |

### OUR EVER POPULAR COLLECTION No. 9

- |                        |         |
|------------------------|---------|
| 1 Mrs. George H. Pring | (white) |
| 1 General Pershing     | (pink)  |
| 1 Blue Beauty          | (blue)  |

These Three Beautiful Lilies—Only

**\$7.95**

## HARDY LILIES

### HARDY COLLECTION No. 11

- |                  |           |
|------------------|-----------|
| 1 Sunrise        | } \$10.50 |
| 1 Pink Opal      |           |
| 1 Marliac Albida |           |
| 1 Comanche       |           |

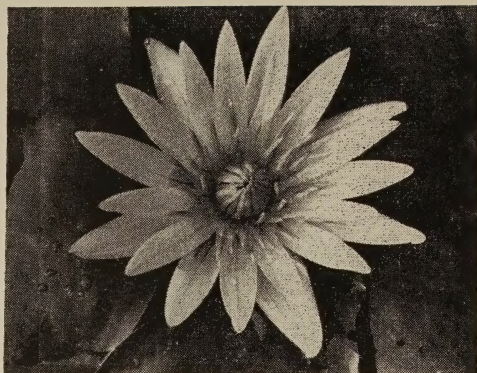
### COLLECTION No. 15

- |                   |                       |
|-------------------|-----------------------|
| 1 Comanche        | 3 Anacharis           |
| 1 Marliac         | 3 Ludwigia            |
| 1 Chromatella     | 2 Blue Flag           |
| 1 Gloriosa        | 1 Yellow Flag         |
| 1 Gladstone       | 6 Live Bearing Snails |
| 1 Eugenia De Land | 8 Ramshorn Snails     |
| 3 Floating Plants |                       |

Value \$18.75—For only \$16.50 Postpaid

### COLLECTION No. 6

- |                       |           |
|-----------------------|-----------|
| 1 Gladstone (white)   | } \$12.00 |
| 1 Marliac Chromatella |           |
| 1 Rose Arey (pink)    |           |
| 1 Attraction (red)    |           |



MRS. GEORGE H. PRING  
(for description see page 8)

### COLLECTION No. 4

- |          |          |
|----------|----------|
| 1 Dauben | } \$4.00 |
| 1 Bisset |          |

### SEE OTHER COLLECTIONS ON

PAGES 5, 11 and 13

### COLLECTION No. 5

- |                            |          |
|----------------------------|----------|
| 1 Odorata gigantea (white) | } \$3.00 |
| 1 Marliac carnea (pink)    |          |

### COLLECTION No. 7

- |                            |          |
|----------------------------|----------|
| 1 Odorata gigantea (white) | } \$8.50 |
| 1 Helen Fowler (pink)      |          |
| 1 Aurora (changeable)      |          |
| 1 Gloriosa (red)           |          |

### COLLECTION No. 8

- |                                |          |
|--------------------------------|----------|
| 1 Marliac albida (white)       | } \$6.50 |
| 1 Marliac chromatella (yellow) |          |
| 1 Marliac carnea (pink)        |          |

### COLLECTION No. 25

- |                         |          |
|-------------------------|----------|
| 1 Missouri White        | } \$9.00 |
| 1 Panama Pacific Purple |          |
| 1 Persian Lilac Pink    |          |



# Shallow Water and Bog Plants

**Arrowhead, Giant** (*Sagittaria Sagittifolia*). Distinctive leaves shaped as name indicates, standing 1 to 3 ft. above; flowers freely; hardy

2 for 50¢ doz. \$2.50

**Variegated Sweet Flag** (*Acorus calamus Variegated*). Foliage striped green and white. Hardy. Each 50¢

**Graceful Cattail** (*Typha angustifolia*). A tall variety with slender cattails. 3 for \$1.00

**Common Cattail** (*Typha latifolia*). Favorite native swamp plant. 4 for \$1.00 doz. \$2.50

**Floating Heart** (*Nymphoides petatrum*). Produces brilliant yellow flowers; hardy.

3 for \$1.00 doz. \$3.50

**Flowering Rush** (*Butomus umbellatus*). Attractive pink flowers borne on round stems with peculiar, three-sided leaves. Hardy. 3 for \$1.00 doz. \$3.50

**Forget-Me-Not** (*Myosotis scorpioides*). A well-known Spring and Summer flowering plant with small clusters of blue flowers with yellow eye.

3 for \$1.00 doz. \$3.50

**Yellow Flag** (*Iris pseudacorus*). A tall, sword-leaved plant, broad yellow flowers of Japan Iris type. Each 50¢ doz. \$5.00

**Blue Flag** (*Iris versicolor*). Exactly like Yellow Flag except that flowers are blue. 50¢ each doz. \$5.00

**Japanese Taro**. Leaves are beautiful blue-green; underneath and around edge, lavender; attractive. 50¢-\$1.00

**Lythrum Roseum**. Rose-colored flowers flowering in July and August. 2 for 50¢

**Marsh-Marigold** (*Caltha palustris*). Clusters of large, buttercup-like flowers of brilliant yellow, early in Spring. Each 50¢ doz. \$5.00

**Parrot Feather** (*Myriophyllum proserpinacoides*). Invaluable for training over fountain. Hardy.

Large bunch 25¢ doz. \$2.50

**Pickerel Rush** (*Pointederia cordata*). Blue flowers produced freely. 2 for 50¢ doz. \$2.50

**Primrose Creeper**. A rapid growing vine with bright yellow flowers. Each 50¢ doz. \$5.00

**Primrose Willow** (*Jussiaea longifolia*). Bright yellow blossoms, profusely borne in axils of leaves. Very desirable for edge of pools.

3 for \$1.00 doz. \$3.50

**Spiral Palm** (Like the Umbrella Palm). Greenish-white flowers, produced in umbel. Each 50¢ doz. \$5.00

**Sweet Flag** (*Acorus calamus*). The well-known Sweet Flag, sweetly scented. Each 50¢ doz. \$5.00

**Umbrella Palm**. Grows well in small pools or moist ground. Each 50¢ & \$1.00

**Four-Leaf Water Clover** (*Marsilia drummondj*). Resembling a four-leaf Clover. Not hardy.

3 for 50¢ doz. \$1.50

**Water Nasturtium, or Water Cress**. Thrives in sun or shade. Ideal near pool spring. Edible. Hardy.

6 for \$1.50

**Water Plantain**. Border plant with heart-shaped leaves and surrounded by tall branching spikes of white flowers. Hardy. 3 for 50¢ doz. \$1.75

**Water Poppy** (*Hydrocleis nymphoides*). Leaves float upon surface of water. Large, yellow flowers. Blooms continuously. Each 25¢ doz. \$2.50

**Wild Rice** (*Zizania aquatica*). The importance of wild rice as a food for water fowl cannot be over-emphasized. Should be in every pond.

Ea. 10¢ doz. \$1.00 100 \$7.00

## Small Pool Collection

No. S-1

6 Plants for margins 2 Bog Plants for or corners Centerpiece

2 Floating Plants 2 Oxygenating Plants (Our choice)

6 Varieties In All

\$3.00

## Regular Pool Collection

No. R-2

3 Blue Flag 3 Parrot Feather

3 Water Lettuce 3 Floating Heart

3 Sagittaria 3 Primrose Creeper

18 Plants—6 Varieties

\$5.00



# Plants etc.

## Floating Plants

### Water Lotus

The sacred flower of the Egyptians. The flowers are borne about a foot above water. Leaves are very large and beautiful; some standing well above water, others floating on the water. No garden complete without it. Very fragrant. Beautiful centerpiece in pool.

Should not be transplanted after June 1st.

**NELUMBIUM SPECIOSUM.** The true flower of the Egyptians. Large, rosy pink. A free bloomer and hardy.

Each \$3.50

**NELUMBIUM LUTEUM.** This is the free flowering, large flowering American yellow Lotus. .... Each \$3.50

**NELUMBIUM ROSEUM PLENUM.** One of the finest varieties of double rose Lotus; it is one of the largest and free flowering. .... Each \$5.00

### Scavengers

**JAPANESE SNAILS**

3 for 35¢, doz. \$1.25

**BLACK RAMSHORN SNAILS**

12 for 50¢

### Gold Fish

We carry Goldfish including the rare Fantails, the Black Moors, and Shubun-

**AZOLLA** (*Azolla caroliniana*). Small, crinkly green plants ..... Portion 25¢

**DUCK WEED** (*Lemna Minor*). A polka dot appearance on water; roots appreciated by gold fish. .... Portion 25¢

**SALVINIA** (*Salvinia braziliensis*). Dainty, soft green leaves. Popular aquarium plant. .... Portion 25¢

**WATER FERN** (*Ceratopteris thalictoides*). Aquatic species of fern family; leaves resembling garden Lettuce.

Each 15¢, Dozen \$1.50

**WATER HYACINTH** (*Eichhornia grassipes-major*). Shiny, dark green leaves, stems of which are expended in pseudo bulbs, which serve as air chambers. The orchid-like flowers of lavender form a spike, like that of a true Hyacinth ..... 50¢ ea. \$5.00 doz.

**NOTICE** — Due to a new act (H.R. 11636) passed by Congress, we cannot sell or transport water hyacinths in Interstate Commerce. Therefore all customers outside New York State please note that we will substitute Water Lettuce which is also a floating plant and is equally good for spawning.

We hope that this act will be repealed or modified since the Water Hyacinth is a tropical plant and is completely killed off by frost in northern waters.

**WATER LETTUCE, or SHELL FLOWER.** A rosette of blue-green, velvety leaves. .... Small 3 for 50¢, doz. 1.50

Large 50¢ Each, \$5.00 doz.

kins. We do not ship. Please remember to bring a container when calling at the nursery to purchase fish.

## PUMPS FOR LILY POOLS

**SMALL COMPACT SUBMERGIBLE PUMP—RECIRCULATES WATER. IDEAL FOR CREATING WATERFALL OR RUNNING BROOK; PUMPS APPROXIMATELY ONE GALLON OF WATER PER MINUTE. ALSO USED FOR PUMPING OUT POOL.**

PRICE \$27.50

## UNDERWATER LIGHTS

**ENJOY YOUR POOL AFTER DARK.** These lights reflect all through the water. Delightful and practical. Bulbs are hidden.

Single lily pad set ..... \$ 6.75

Double lily pad set ..... \$12.50



## Oxygenating Plants

ANACHARIS (Elodea canadensis)	
Each 15¢	Dozen \$1.50
LUDWIGIA (Loosestrife)	
Each 15¢ doz.	\$1.50
SAGITTARIA (Broadleaf)	
Each 15¢ doz.	\$1.50
VALLISNERIA (Tape Grass)	
Doz. 50¢	100 \$4.00
NITELLA GRACILIS	.....Portion 25¢
MARESTAIL (Hornwort)	...Portion 25¢

## Micro-Seal

POOL PAINT  
(Patent Pending)

**Durable** — Micro-Seal properly applied will not peel, check or crack.

**Efficient** — Micro-Seal is economical, easy to apply. Hardens with age. 25 lbs. waterproofs 175 sq. ft.

**Harmless** — Micro-Seal is harmless to plants and fish.

**Colors** — Available in snow-white and eight pastel shades; for pools we recommend Blue, pale Green, Stone Gray or Spanish White.

Complete Directions Inside Package

8½ lb. package \$2.65

Makes about 1 gallon mixed

Special prices on bulk lots

KEEP GOLDFISH HEALTHY

WATER CLEAR

WITH

## Argucide

Kills Fish lice in pools. Helps Control green algae. Will not harm fish, plants or snails when used as directed.

2¼ Oz. Unit ..... \$1.25  
(will treat up to 1600 gallons of water)

4½ Oz. unit ..... \$1.75  
(will treat up to 3200 gallons of water)

Complete instructions for treatment with each package. The safe insecticide and water conditioner for pools.

## Fish Food . . .

PER QUART ..... .75

## Water Lily Fertilizer . . .

3 lbs. .... \$1.00

## Planting Boxes for Your Water Lilies . . .

MADE OF REDWOOD ..... Each \$2.50

ORDERS OVER \$5.00 RECEIVED BY APRIL 15th WILL RECEIVE 2 BEAUTIFUL WATER POPPIES.

### COLLECTION No. 1

1 Juno (white) .....	} \$7.50
1 Bisset (pink) .....	
1 Devonshire (red) .....	

### COLLECTION No. 3

1 Zanzibariensis (purple) ....	} \$5.00
1 Zanzibariensis rosea (pink) }	

### Fancy-Leaved

### Caladimus

Various colors ranging from green through pink to deep red; some heavily veined, a few rare white. Plants from 4 inch pots.

Each \$2.00

### AQUATIC COLLECTION No. 10

3 Umbrella Palms .....	} \$3.00
3 Water Poppy .....	
3 Parrot Feather .....	
3 Water Lettuce .....	

### TROPICAL COLLECTION No. 12

1 Zanzibariensis Rosea .....	} \$10.00
1 Mrs. Edward Whittaker ..	
1 Mrs. George H. Pring ....	
1 Zanzibariensis Purpura ...	



## Perennial & Rock Plants

*Perennials* — One of the easiest types of flowers to grow and offering a wide range of uses. Below is a prepared list of selected perennials and rock plants that we recommend for planting around the edges of your pool. May also be used for colorful border planting or bed planted for cutting.

We suggest that you order a minimum of three plants of a variety to obtain proper color balance and mass effect.

- AJUGA REPTANS.** Greenish Bronze foliage and blue flowers 4-6". June.  
35¢ each, \$4.00 per doz. 6 at doz. rate
- ANCHUSA MYOSOTIDIFLORA.** Sprays of turquoise blue flowers resembling Forget-me-nots 12-18". May-June.  
50¢ ea. \$5.50 doz.
- ARABIS ALBIDA FL. PI.** White double sweet scented and beautiful—suitable for sun or shade. 9". May  
60¢ ea. \$6.25 doz.
- ACHILLEA TOMENTOSA.** Charming yellow blooming in June 8"  
35¢ ea. \$5.00 doz.
- CERASTIUM TOMENTOSUM.** Silvery gray foliage with cloud of white flowers like little stars in May and June 6".  
35¢ ea. \$4.00 doz.
- DIANTHUS BEATRIX.** Light scented flowers from May to Nov. 9". 50¢ ea. \$5.00 doz.
- DORONICUM EXELSIUM.** Yellow flowers 2-3" across. May. 2 ft. 50¢ ea. \$5.00 doz.
- HEMEROCALLIS MAJOR.** Beautiful orange-yellow flowers. May. 12".  
50¢ ea. \$5.00 doz.
- HEDERA HELIX BALTICA.** Baltic Ivy. Small leafed Ivy deep green color will withstand very cold weather. Excellent ground cover around pool 2¼ inch pots.  
6 plants \$1.50, 12 plants \$3.00 25, \$5.00
- IBERIS SEMPERVIRENS.** Snowflake compact little bright green plant becomes a mass of white flowers in June 6 to 8 inches. ....35¢ each \$4.00 doz.
- IRIS KAEMPFERI.** Beautiful mixed colors June 2'. ....50¢ each \$4.00 doz.
- PHLOX SUBLATA.** Colors of red, pink, white and lavender 3 to 6 inches. May.  
35¢ ea. \$4.00 doz.
- POLEMONIUM JACOB'S LADDER.** Clear baby-blue flowers are produced freely in April and May. ....35¢ ea. \$4.00 doz.
- RANUNCULUS ACRIS FL. PI.** Double yellow buttercup-like little roses on 15" stems May and June. Plants are very neat.  
35¢ ea. \$4.00 doz.
- SANTOLINA INCANA.** Very compact with beautiful silver gray foliage with the appearance of brick coral yellow. July 6-9".  
50¢ ea. \$5.00 doz.
- SEDUM MIDDENDORFFIANUM.** 4" high yellow flowers, reddish purple foliage in autumn. ....35¢ ea. \$4.00 doz.
- STOKESIA LAVENDER QUEEN.** Silvery blue color often 5" across. 18 inches in July.  
50¢ ea. \$5.00 doz.
- TEUCRIUM CHAMAEDRYS.** A dwarf subshrub with glossy green foliage and bright rose flowers 1' Aug. ....50¢ ea. \$5.00 doz.
- THYMUS SERPYLLUM.** Creeping thyme with rosy purple flowers 2" June.  
35¢ ea. \$4.00 doz.
- VERONICA ALLONII.** Yellow foliage and bright blue flowers, very colorful plant.  
50¢ ea. \$5.00 doz.
- FERNS.** Hardy. Including 4 varieties. We know you will be well satisfied with our selection. ....6 for \$3.00, 12 for \$5.50

# Enjoy the Natural Splendor of your own Garden Pool . . . .

**can be placed in any spot on your  
Grounds, Lawn, Garden, Terrace**

Modern engineering brings you the new FIBERGLASS POOL. 6' x 4' x 16" deep. Won't rust—  
beautiful kidney shaped with plenty of room for aquatic plants and fish.

- LIGHT IN WEIGHT
- EASY TO HANDLE
- LOW IN COST
- EASY TO INSTALL
- NO MAINTENANCE  
May be left in ground year round
- NO MESS
- NO FUSS

**\$ 55.00**

## Collection "A"

- 1 FIBERGLASS POOL
- 1 CIRCULATING PUMP COMPLETE WITH FITTINGS
- 1 SINGLE UNDERWATER LIGHT
- 2 REDWOOD PLANTING BOXES

- 3 FLOATING PLANTS.
- 2 WATER LILIES (your choice of blue, pink or white)
- 1 UMBRELLA PALM
- 3 PARROT FEATHER
- 2 OXYGENATING PLANTS
- 3 JAPANESE SNAILS (scavengers)

**Complete for Only \$99.00**



*Photograph taken of  
our Prize-Winning  
Exhibit  
Long Island  
Flower Show*

*Here for the first time is your opportunity to have the garden you always wanted at a  
PRICE EVERYONE CAN AFFORD.*



## **S. Scherer & Sons**

**Largest Water Lily Growers on Long Island**

**Nursery—Waterside Avenue, Northport, Long Island, New York**



## Collection "H" (FREE FORM) *Aqua Green*

1 FIBERGLASS POOL

kidney shaped 6' x 4' x 16" deep

2 WATERLILIES (*pink or blue*)

2 OXYGENATING PLANTS

1 FLOATING PLANT

3 JAPANESE SNAILS

***Complete - - - \$59.00***

## Collection "D" *Fiberglass Pool*

(FREE FORM) *Aqua Green*

3' x 4½' x 16" deep

1 POOL ..... \$44.50

1 WATERLILY - choice of blue or pink

1 UMBRELLA PALM

2 OXYGENATING PLANTS

1 FLOATING PLANT

3 JAPANESE SNAILS (*scavengers*)

***Pool & Collection Complete for only - - - \$52.00***

## Collection "E" *Fiberglass Pool*

1 POOL ..... \$25.00

1 WATERLILY

1 OXYGENATING PLANT

30" x 30" x 12" deep

3 SNAILS (*scavengers*)

***Complete for only - - - \$29.95***

WE CARRY ORNAMENTS FOR POOL AND GARDEN

UNDERWATER LIGHTS - - - \$6.75 — *single*

12.50 — *double*

RE-CIRCULATING PUMPS - \$27.50 *complete with attachments.*

PLANTING BOXES *made of redwood* \$2.50 each.

## WE INVITE YOU TO VISIT OUR NURSERIES

We are located on the North Shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our Nursery is on Waterside Avenue, Northport, one mile North of Route 25A.

Open Sundays, Holidays and Evenings during APRIL, MAY and JUNE.

*We carry Tropical and Gold Fish and a full line of Aquarium  
and Pool Supplies*

# Tropical Fish Foods and Aquarium Supplies

Nothing can equal a well set-up aquarium for vibrant beauty. No room can fail to be enhanced by a tank of brilliant fishes and lovely plants. See our display of TROPICAL FISH.

NV (Natural Vitamin) FISH FOOD. The richest Natural Source of Vitamin B12, B13. Complete B Complex and other known and unknown growth factors. ....Price 35¢

3026 Longlife. This popular food is richly nutritious and contains these choice ingredients: Beef, Liver, Eggs, Shrimp, Fish, Fish Bone, Mosquitos and Wheat Cereal. Specify grade desired. Fine, Medium or Coarse grade.

35¢ per can

MAGNIColor—Incomparable and spectacular color development is sure to be brought out by this new food for Tropical Fish, which we are proud to introduce. Absolutely nothing like this has ever been available before. Introductory offer. .... \$1.00 per ½ oz.

AQUA REMEDY. It's your best health insurance for sound bodied fish and for the quick recovery of fish from disease or injury. The perfect remedy for Body & Mouth Fungus, Tailrot, Sore Spots, Torn Fins, etc. First choice of aquarists everywhere!

3401 1 oz. 25¢; 3402 4 ozs. 90¢; 3403 1 pt. 3.00

VITAMIN TABLETS. Keep your plants and fish strong and healthy with Aqua-Stock. These enriched vitamin tablets work wonders for your plants and fishes too. They compensate for any deficiencies that may be present in the aquarium. Merely drop 1 vitamin tablet into your aquarium for every 5 gallons of water every two weeks.

3501 8 per box 25¢      3502 18 per box .50

3503 40 per box \$1.00      3504 90 per box \$2.00

ANTI-CHLORINE TABLETS 3410. Now you can remove all traces of chlorine from your aquarium water immediately. Safe for fish and plants. One vial treats 20 gallons of water. .... Price 25¢ per vial

SUPREME NON-SUBMURGIBLE. This combination thermostat-heater is built into one complete tubular unit with outside adjustment and internal pilot light.

4211 8" long, 40 or 75 Watt. ....\$5.60

SUBMERGED PYREX HEATERS—

50 — 100 Watt      Price \$2.75

6352—Fish Nets—Brussels 5" x 4" .....ea. \$.35

6355—Fish Nets—Brussels 10" x 7½" .....ea. \$1.00

6353—Fish Nets—Nylon Mesh 4"x3" .....ea. \$.50

6280—Aquarium Scrapers wood handle 20" long .....ea. 50¢

7513—Marvel Air Flow Model A Pump Operates 3 filters and 3 Aerators .....Ea. \$17.00

8021—Jr. Plastic inside Filter for up to 10 Gal. Aquarium. ....Ea. \$2.75

8146—Pea Size bone filter coal—filters tank. ....Ea. \$.70

8144—Filter Glass wool for over filter coal. ....Portion \$.25

81925—Aire Releaser complete with plastic stem. ....Ea. \$.75

8191—Air stone for Aerating Tank. Ea. \$.45

RECORD AIR PUMP—Size 2½" in diam. x 4½" rubber mount and pads eliminate just about all noise. Gives more air than other vibrators—all parts available, easy to adjust...Price, \$7.95 each. We carry a full line of aquarium and pool supplies. If your need is not listed please write us.

OKO FERN—has a certain charm as it is scientifically produced to keep its first day bloom all year round, being prepared exclusively for your Aquarium. Red or Green—2 Bunches ...75¢

AQUARIUM TEST KIT—The easy way to determine the P.H. of your aquarium water. Each \$2.00

Liquid Aquarium Cement—For leaking Aquariums used with brush.....Jar 35¢

Magic Crystal Paint—May be used for painting Aquariums, Vases, Glass Table tops, Christmas bulbs, etc. Self designing. 1 Fl. Oz. ....35¢

Mercury Thermometers—5" long .....80¢

**Purchaser will be charged postage on all items above.**



# S. Scherer & Sons

Waterside Ave. — Northport, L. I., N. Y.

Largest Water Lily Growers on Long Island

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NORTHPORT, N. Y.

Permit No. 37



## PANAMA PACIFIC

Rich, rosy red, on first opening. When fully opened, changes to deep reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant. Highly recommended for either pool or tub culture.

EACH

**\$3.00**

## *The Care of your Water Lilies!*

Hardy Lilies may be planted any time from the 1st of April until the middle of August.

Tropical Lilies may be planted when the temperature averages seventy degrees about May 25th.

Water lilies come into flower early in the season and bloom until frost.

Concrete pools are best left full of water and covered with boards and straw. Hardy Water Lilies will winter in the pool if the water does not freeze deeply, but Tropical Lilies are best considered as annuals and purchased new each year. Hardy Lilies growing in boxes may be taken into a cool basement until Spring. Care to be taken not to allow them to dry out.

Planting instructions are attached to every Water Lily tuber shipped.